



615 Soul Presents...



# THE RESET

*A Wellness Brunch*

*Leave Refreshed, Recharged,  
and Reconnected*

## STEP UP TO WELLNESS

Connect with an engaged Nashville community through authentic experiences centered on wellness, culture, and education.



# Purpose



To improve health throughout the urban communities for people who love to line dance.



# Mission

To encourage physical activity through the art of soul line dancing while promoting heart health, mental wellness, and fellowship.

# *Introducing* **THE RESET**



The RESET | A Wellness Brunch is a monthly Community Wellness Classroom (August–December) serving up to 200 Metro Nashville residents through wellness education, culture, and movement featuring:

- A conversation on an important community topic
- A hands-on activity that encourages connection
- A guest soul line dance instructor from across the country
- A shared brunch experience

The RESET creates welcoming spaces where Black residents and families can explore issues impacting their community while participating in activities that promote wellness, creativity, and connection.

Partner with us to engage Metro Nashville residents, promote preventative wellness, and build stronger, healthier communities.

# *THE RESET* CALENDAR 2026



## DATES

- 08 AUGUST 15TH
- 09 SEPTEMBER 26TH
- 10 OCTOBER 10TH
- 11 NOVEMBER 14TH
- 12 DECEMBER 5TH



## Topics

- HEIRS' PROPERTY
- ALZHEIMER'S DISEASE
- WILLS & TRUSTS
- CONTINUING EDUCATION
- MENTAL WELLNESS

## Wellness Activities

- GARDENING/TEA MAKING
- HIKING
- AFRICAN DANCE
- POUND FITNESS
- SAND ART





36.7%

Black<sup>1</sup>

Antioch, TN 37013

48.7%

\$67,270

Med. Household Inc.

Antioch, TN 37013

44%

Renters

Antioch, TN 37013



51%  
Women<sup>1</sup>

Antioch, TN 37013

29.7%

Bachelor's<sup>2</sup>  
or Higher  
Antioch, TN 37013

18.1%

Without  
Health Care<sup>2</sup>  
Coverage  
Antioch, TN 37013

17.1%

Depression<sup>3</sup>  
Davidson County

6%  
More  
Stressed<sup>4</sup>  
about  
Rent

Davidson County

## OUR AUDIENCE

We've studied our core audience, Black Americans in Metro Nashville (mostly Antioch, TN), and created real-life personas that reflect their needs, values, and lifestyles.

Lowest  
Breast Cancer Survival Rate<sup>6</sup>  
National

1-in-3

Receive Mental Health Care<sup>5</sup>  
National



22.1%

Diabetes<sup>3</sup>

Davidson County

1: [City-Data.com 37013 Zip Code \(Nashville, Davidson, TN\) Detailed Profile in 2023](#)

2: [Census Data Zip Code 37013](#)

3: [Nashville Community Health + Well-being Survey 2019](#)

4: According to [Nashville Community Health + Well-being Survey 2019](#), African Americans always/usually worried or stressed about money for rent/mortgage at 22.6%

in comparison to Whites, Non-Hispanic at 16.6%

5: American Psychiatric Association - [Mental Health Disparities: African Americans](#) states: "Only one-in-three African Americans who need mental health care receives it." Page 2

6: National Breast Cancer Foundation, INC - [Key Statistics & Facts About Breast Cancer In The United States](#)



47.8%

Obese<sup>3</sup>

Davidson County



# MARY JOHNSON, RN

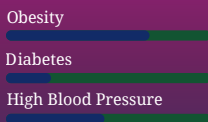
*"I am a busy working mom who hasn't made enough time for myself."*

- Household Income: \$63,000
- Renter
- Single
- 3 Kids (Ages: 25, 19, and 8)
- Preferred Brands: Procter & Gamble, Nike, Facebook Market, Samsung, Kia, Amazon, Netflix, WalMart

## WANTS

- A legacy to leave to my kids
- More time for Self-Care
- Get healthy
- My kids to become self-sufficient adults

## HEALTH CONCERNS



## FRUSTRATIONS

- Not enough money to support a family of four
- Not enough time to cook
- Working long hours
- Adult children still dependent on me

## MOTIVATIONS

- Willing to make time to get healthy
- Willing to spend for convenience
- Motivated by price and ease

## REGISTERED NURSE

AGE 45  
 GENDER WOMAN  
 LOCATION ANTIOCH, TN

# AUDIENCE PERSONAS

## ANNE Thomas

EDUCATOR



*"I will be retiring soon and look forward to traveling now that my kids are grown."*

## WANTS

- Spend more time traveling
- Stay active
- Spend time with grandchildren
- Be ready for retirement

## MOVITATIONS

- Valuing my peace and time
- Willing to spend for traveling and other passion projects
- Ways to consolidate bills

- Household Income: \$72,000
- Renter
- Divorced
- 2 Kids (Ages: 40 and 37)
- Preferred Brands: Temu, Shein, Nike, Kia, Sketchers, Kroger

## FRUSTRATIONS

- Confusion with Medicaid/Medicare
- Deciding if I should downsize
- Selecting if I should Semi-Retire, Fully Retire or start a new career

## HEALTH CONCERNS



# Our Audience

## Social Media Analysis

The Social Media Audience Analysis Report provides a comprehensive overview of the demographics, interests, and behaviors of the audience.

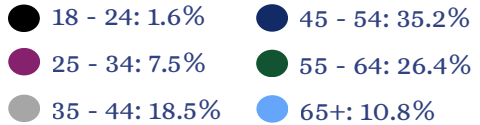
Overall Since 2022



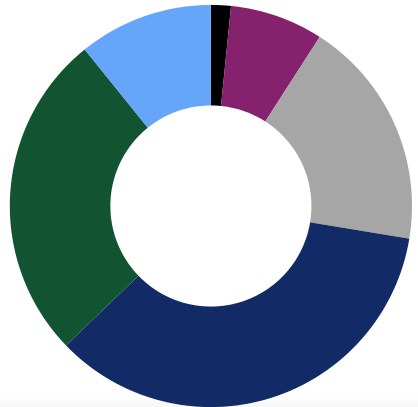
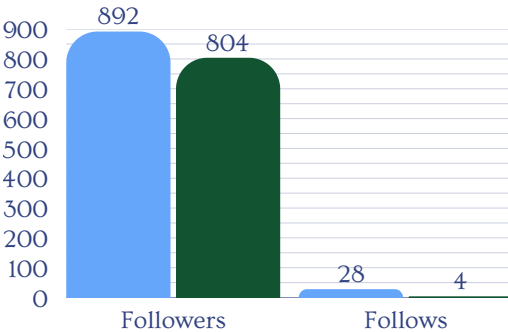
### GENDER



### AGE



615 Soul    Other Nonprofits





# BRUNCH SPONSORS

MAKE AN IMPRESSION AS THE OFFICIAL  
RESET BRUNCH SPONSOR.

Give a 5-Minute introduction on your company at the start of the event.

Lunch is provided for up to 200 people.

## CURATED CONTRIBUTION BENEFITS

- A **Coverage Made Convenient** experience for attendees by offering free policy reviews, Q&A, or enrollment support.
- A **Wellness Perk** by offering free blood pressure checks
- Logo Placement on Event Signage
- Logo on Website with Company Link
- Logo on Social Media
- Public Thank-You

**LET'S CONNECT!**

## CONTACT

**W-9**

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